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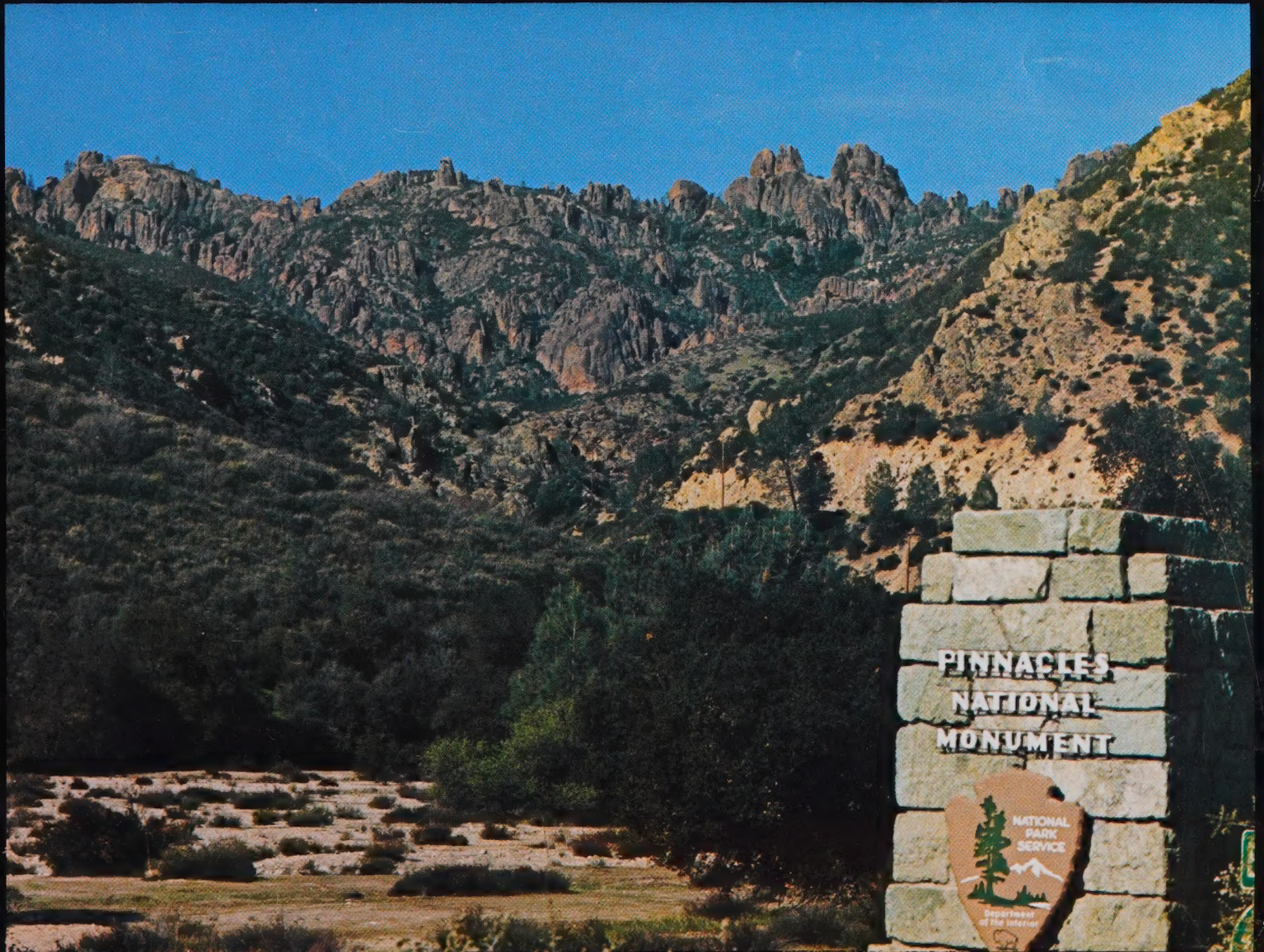
# SAN BENITO COUNTY

## Welcome to San Benito County.

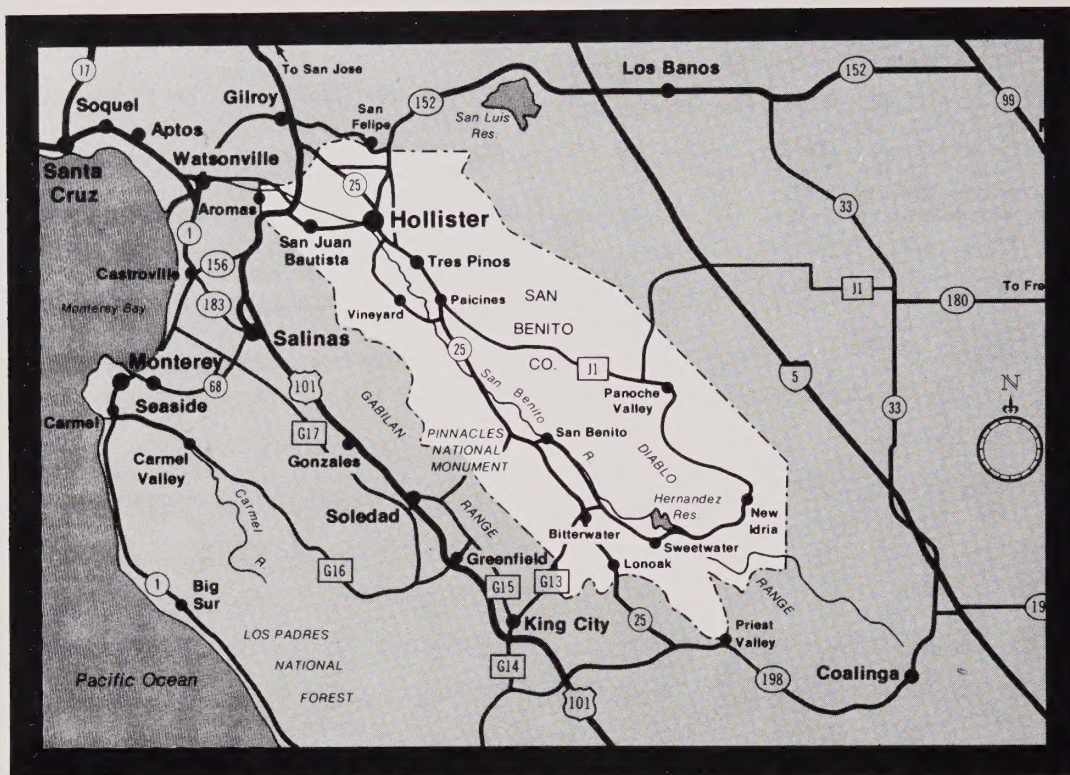
Agriculturally rich San Benito County is located between the three-tiered Gabilan and Diablo mountain ranges.

San Benito County is conveniently close to large urban centers, transportation facilities, and all that the large cities have to offer. Yet, it is far enough away to maintain the unhurried, neighborly atmosphere of a rural community where passerbys stop and greet each other on our streets and in our shopping centers.

Pinnacles National Monument, located 35 miles south of Hollister in San Benito County, is one of the finest examples of Coast Range Chaparral in the National Park system and is the habitat of many interesting plants and animals. The monument offers picnic grounds and campsites for trailer and tent camping. A park naturalist is on duty to interpret the geological and other natural features. Hiking and climbing are the most popular kinds of physical recreation in this park, for you must walk to really see the area.







## San Benito County — California's Unspoiled Paradise

Formed on February 12, 1874, San Benito County lies between the Gavilan Range of the Santa Cruz Mountains and the Diablo Range. It is situated in the California Central Coastal Region approximately 95 miles south of San Francisco, 40 miles east of Monterey, and about 300 miles north of Los Angeles. Nestled between the mountains is the fertile San Benito River valley. San Juan Bautista State Historic Park; Fremont Peak State Park, a 3,169-foot-high point overlooking the entire San Benito County area; and the ancient volcanic area famed as Pinnacles National Monument are all within the county boundaries. The county is a mosaic of cultivated rolling hills, beautiful orchards and vineyards, productive grazing land, rugged mountain peaks, deep canyons and picturesque valleys.

## Hollister - The County Seat

Hollister (population 8,750) is the principle trade center of San Benito County. The city was named in 1868 after Col. W. W. Hollister, who drove the first flock of sheep across the continent to the San Justo grant, on which the community was founded.



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*"I drove up to Fremont's Peak, the highest point for many miles around. I climbed the last spiky rocks to the top . . . I felt and smelled and heard the wind blow up from the long valley. It smelled of the brown hills of wild oats. In the spring . . . when the valley is carpeted with blue lupins like a flowery sea, there's the smell of heaven up here, the smell of heaven."*

*John Steinbeck*







## San Juan Bautista

The historic city of San Juan Bautista (population 1088) with its Old Mission, State Historical Monument, and picturesque shops, is one of California's major tourist attractions. The famed **Mission San Juan Bautista**, founded in 1797 as the 15th California mission, is one of the largest and with recent renovation, makes it one of the best preserved and original of the mission chain. Visitors are invited to visit the church, which is still used for regular religious services, and to inspect its interesting museum and enjoy the peace and charm of the mission gardens. The church faces an original Spanish plaza that was made a State Historical Monument in 1933. Buildings surrounding the plaza represent three periods of California history — Spanish, Mexican and Early Californian. The State Park Service logs more than 450,000 visitors annually.

Historic buildings include the Plaza Hotel, originally a barracks and armory for soldiers of the King of Spain; the Castro Adobe built in 1841 as an office for General Jose Castro; the Plaza Hall, which housed unmarried Indian girls during the Spanish period and later became a meeting place; and the Plaza Stable,

built in 1874 by the Overland Stage Company. Many original horsedrawn vehicles are now on display there.

The charm of its Spanish and Mexican heritage still lingers throughout the town, which has many interesting antique shops, galleries, specialty shops and fine restaurants.

## Golf Courses

**Bolado Park Golf Course**, part of the Bolado Park County Playground, is a beautiful nine-hole public golf course located approximately six miles south of Hollister.

**Ridgemark Golf and Country Club**, nestled in gentle rolling hills south of Hollister, is a semi-private 18-hole championship course. Excellent tennis facilities are available.

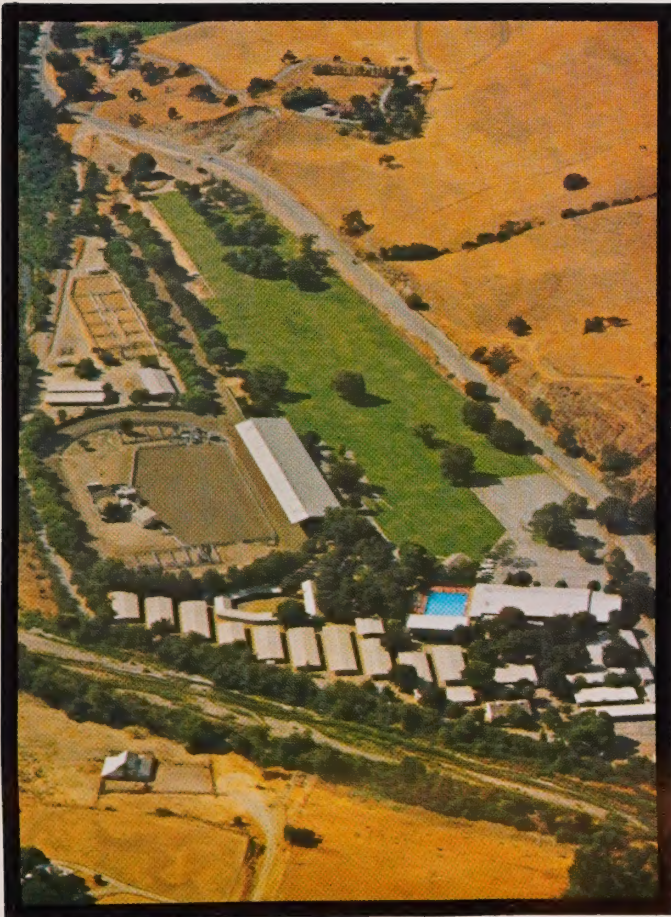




# Hollister Airport

Hollister Municipal Airport provides excellent facilities for light planes up to medium size jet aircraft. It has two 200-foot wide runways more than 4000 feet in length and provides all necessary maintenance service and hanger space. More than 60 private planes are based at the field. Charter passenger and freight services are available.

Gavilan College conducts an Aviation Mechanics School at the airport and the State Division of Forestry stations aerial tankers there. Flying weather is exceptional, with good ceilings and visibility almost every day of the year. Hollister National Guard Armory and more than 100,000 square feet of industrial buildings are located on airport property.



## Parks

**Bolado Park**, 7 miles south of Hollister, is a popular San Benito County playground. It is the site of the county fair, the annual Saddle Horse and Rodeo, and a variety of other activities throughout the year.

Facilities include a beautiful nine-hole public golf course, an olympic-size swimming pool, dance pavilion, turfed play areas, and oak-shaded picnic and barbecue areas. Its rodeo arena features one of the west's finest covered grandstands.

**Veterans Memorial Park**, 2 miles east of Hollister recently has completed three tennis courts with lights and added lights to one of the five baseball fields. Facilities include a playground area, barbecue pits, picnic area and horseshoe pits.

Hollister was established in 1872 and was designated as county seat of the newly formed county in 1874. Hollister is a city of attractive homes and beautiful tree-lined streets. **Dunne Park** provides tennis courts, children's playgrounds, and a meeting place for citizens' organizations.



# Industrial Sites

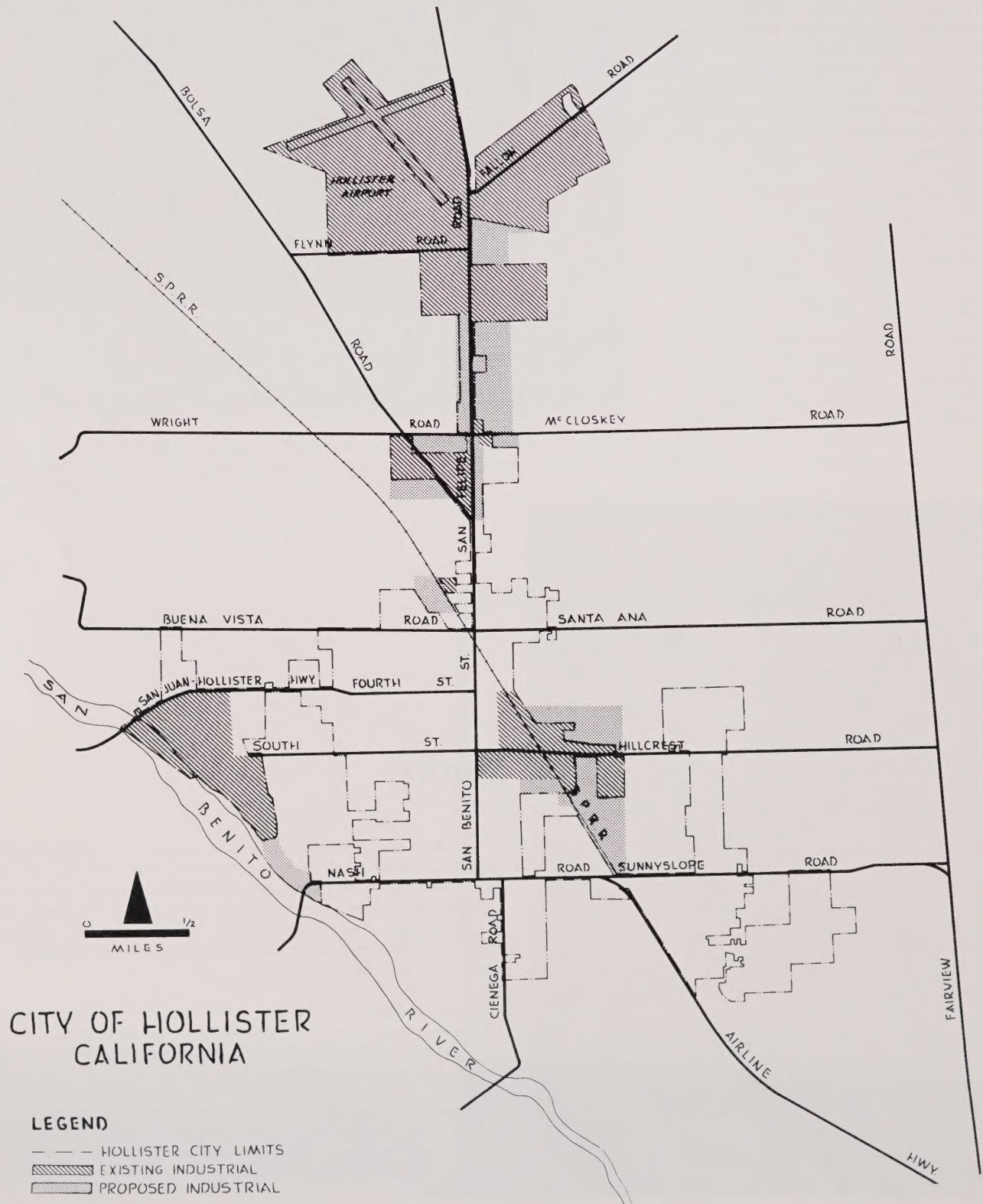
Industry is welcome in San Benito County. Selected areas have already been zoned industrial and efforts have been made to make them attractive and accessible to industry.

Over the past two decades, the county has been transformed into a growing light-industrial center with the manufacture of high energy component systems for aircraft, missiles, rockets and space vehicles, building papers, waterproofing and fireproofing, campers and trailers, soldering flux, fiberglass, and a variety of other clean-industry products.

Excellent industrial land is offered at attractive purchase and lease prices.

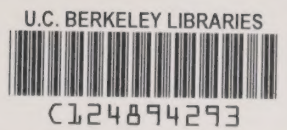
Choice industrial sites are available in sizes ranging from small lots to parcels of 50 or more acres. All this land is adjacent to gas, electric lines and water mains, sewer lines and storm drains. Also available are large parcels of land outside the city limits along railroad tracks, presently zoned agriculture. San Juan Bautista has property zoned for light industry.

Future indication point to continued expansion in investment, output and employment.





# Manpower Resources



San Benito County has capabilities for greatly expanding its active manufacturing work force since the population is growing faster than full-time employment opportunities. There is a good balance between youthful applicants and those with 10 to 15 years work experience. Labor skills range from general production to senior skilled personnel.

Flexible manpower training programs in the area are available and ready to meet the needs of new industry. A Community college is nearby and eager to develop new training programs, and Federal monies are available for training.

Population trends show a steady influx of new people, with gains in the past ten years exceeding an annual rate of 3%. A substantial labor pool of unskilled and semi skilled male and female workers is available. Because of the proximity to Metropolitan San Jose, San Benito County also offers a highly skilled labor force.

## Community Facilities

Within a few hour's drive are the beautiful Pacific Coast and the High Sierras with such attractions as both Yosemite and Sequoia National Parks and Lake Tahoe as well as hundreds of picturesque, if lesser known, lakes and resort areas.

Spectator sports include such professional teams as the San Francisco Giants and Oakland Athletics for baseball, and football with the Oakland Raiders and San Francisco 49ers.

With the close proximity of San Francisco and San Jose, the source of cultural activities are unlimited.

Exhibits, lectures and demonstrations are sponsored by the Hollister Art League to cultivate community interest in the fine arts.

Government land in the southern portion of the county is a favorite area for rockhounds because of its unusual variety of rocks and minerals.

## Location

Situated in the Central Coast Region 95 miles south of exciting San Francisco by-the-bay, 300 miles north of Los Angeles and 40 miles east of Monterey, Hollister exists in a lovely valley between the Santa Cruz and Diablo Mountain Ranges.

Hollister is serviced by 7 major regional and transcontinental truck lines with over-night deliveries to Los Angeles, Fresno, Portland, San Francisco and Reno. Southern Pacific provides rail service.

Besides the Hollister Municipal Airport, there are scheduled flights from Monterey, San Jose and San Francisco.

The area is served by state routes 25, 152 and 156, and by the major north-south U.S. Highway 101.



*"California's Unspoiled Paradise"*



# Community Services

Churches representing more than 18 denominations serve the needs of area residents. A modern city-county library houses more than 60,000 books. The city's elementary school system serves approximately 3552 students with modern facilities that include a new \$1.5 million upper grade school. San Benito Joint Union High School, with an enrollment of about 1491 students, serves the entire county. The county is part of the Gavilan College district, which has one of the state's finest community college campuses only 13 miles from Hollister. Located within a radius of 50 miles is the University of Santa Clara and San Jose University.

A modern 50-bed hospital and three convalescent hospitals serve the community and county. Other medical facilities include twelve physicians and surgeons, five dentists, two optometrists, two chiropractors, and two physio-therapists.

A 24-hour ambulance service is provided by radio dispatched, oxygen-equipped vehicles. Many no-cost or low-cost community services are available to residents of San Benito County.



Photos by Harry Cullum

## **San Benito County Chamber of Commerce**

POST OFFICE BOX 381  
SEVENTH AND SAN BENITO STREETS  
HOLLISTER, CALIFORNIA 95023

The San Benito County Chamber of Commerce is the "front door" to the county. This is the first place potential new residents, investors and visitors stop. Whether yours is a new industry or business or whether you are a new resident or a visitor we extend to you a cordial and sincere welcome to San Benito County, California's unspoiled paradise.